



# United States Department of the Interior

## BUREAU OF LAND MANAGEMENT

El Centro Field Office  
1661 S. 4<sup>th</sup> Street  
El Centro, CA 92243-4561  
*Visit us on the Internet at*

[www.blm.gov/ca/st/en/fo/elcentro.html](http://www.blm.gov/ca/st/en/fo/elcentro.html)



August 2012

***In Reply Refer To:***

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Dear Reader,

The revenues of the Imperial Sand Dunes Recreation Area (ISDRA) fee program cannot sustain the current levels of emergency medical services (EMS) / search and rescue (SAR), law enforcement, and maintenance necessary for overall visitor safety in the ISDRA. Attached for your review is the 2012 **DRAFT** ISDRA Business Plan. Although the previous 2003 Business Plan indicated fees should be reviewed bi-annually, this is the first formal review of the ISDRA fee program. Since 2003 the cost to manage the ISDRA has continued to increase while sales have steadily declined since 2007. In addition to a reduction in revenues, the spending power has also declined causing the agency to reduce critical visitor services. This plan addresses the funding gap to keep the ISDRA safe and accessible for the enjoyment of present and future generations.

The Bureau of Land Management (BLM) El Centro Field Office manages this 164,209 acre special recreation management area in Imperial County, CA. BLM provides outstanding recreational opportunities for over one million annual visitors to the ISDRA. In addition to offering a wide variety of off-highway vehicle (OHV) recreation opportunities, numerous amenities, including ranger stations, campgrounds, toilets, trash removal, law enforcement, and EMS / SAR are provided. The purchase of individual, non-commercial, special recreation permits fund the maintenance of facilities and emergency services. Permits for the ISDRA have been available at the same price since 2004.

The El Centro Field Office is providing this **DRAFT** business plan to solicit public comment. After reviewing and addressing the public comments, the BLM will prepare a final plan and seek the support of local, state, and private partners as well as the ISDRA and district advisory committees. The final proposal will be presented to the Recreation Resource Advisory Committee for approval. BLM plans to implement the change during the 2013-2014 dunes season. Our proposed permit fee rates are identified in the table below. This plan addresses new rates for both the non-commercial visitor and commercial vendor fees.

**Proposed Individual Non-commercial  
Special Recreation Permit Fees at the ISDRA**

Permit Type	Off-site	On-site
Weekly	\$40	\$70
Season	\$180	Not available

In addition to the new fee schedule, BLM also proposes to allow free visitation from June through September each year and to have one fee free day each year during the months of December, January, and March.

Commercial (Vending) fees are also addressed in this plan. Vending fees have also been available at the same rate since 2004 and this program has become unsustainable at the current rates. An updated market analysis and cost recovery has been completed and the proposed fee schedule addresses the funding gap.

**Proposed Commercial Vending Fees at the ISDRA**

Permit Type	Location	Rate
Daily	Roving, Glamis, Dune Buggy Flats, Buttercup	\$100 / day
Season	Gecko Rd. Long Term Pad	\$7,000 / season

All permit revenues, above the cost of collection, are re-invested into the area. The objective of the 2012 ISDRA Business Plan is to propose a new fee schedule that will sustain the services in the ISDRA for the next five to 10 years.

Comments can be sent to [isdrasubgroup@blm.gov](mailto:isdrasubgroup@blm.gov) by 8:00 am November 5, 2012.

Thank you for your interest in your public lands.

Sincerely,

Margaret L. Goodro  
Field Manager